



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 01/20 thru 01/26.

(prices in dollars per carton)

Fri. Jan 20, 2006

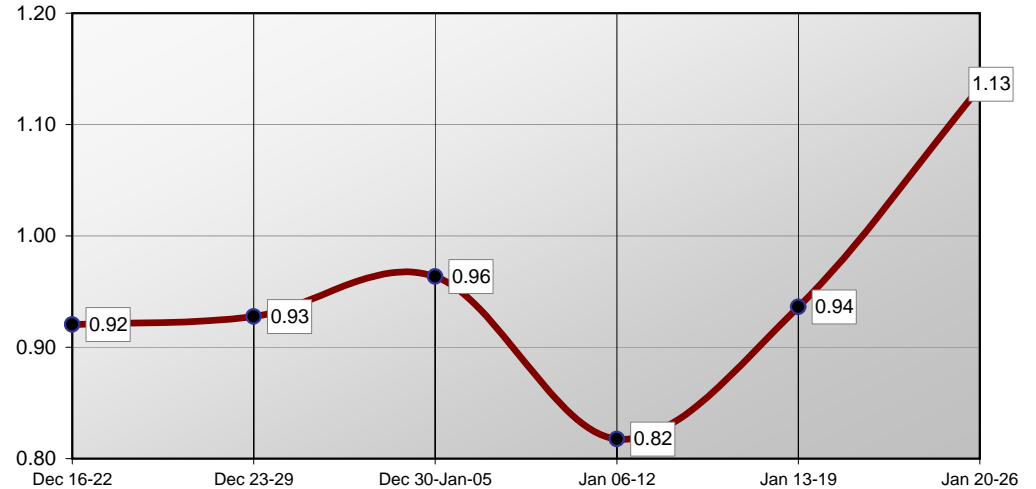
NATIONAL SUMMARY								
Feature Rate	THIS WEEK				PREVIOUS WEEK			
	29.5% of 16,700 stores				29.8% of 16,700 stores			
	X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA							
	White 12 pack		600	1.41	100	1.29	790	1.00
	White 18 pack		480	1.50			320	1.50
	Brown 12 pack							
	USDA GRADE A							
	White 12 pack		20	0.99	740	0.96	90	1.13
SPECIALTY	White 18 pack				130	1.99	1,020	0.85
	Brown 12 pack						700	1.43
	USDA ORGANIC							
	White 12 pack		70	4.00	430	3.86		
	Brown 12 pack						720	2.76
	OMEGA-3							
LARGE	White 12 pack				200	1.99	360	1.99
	Brown 12 pack				10	1.50	290	2.68
	CAGE-FREE							
	White 12 pack						100	1.99
	Brown 12 pack				220	1.99	360	1.98
ACTIVITY INDEX SUMMARY			THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)			1,970		3,020		Large Eggs on	
Specialty Shell Eggs			930		1,830		Jan-16-2006	
Total (including Medium)			3,140		4,940		425.9	
Special Rate 4/:			11.0%		6.3%		up 4%	

5/: Inventory in thousands of 30-dozen cases.

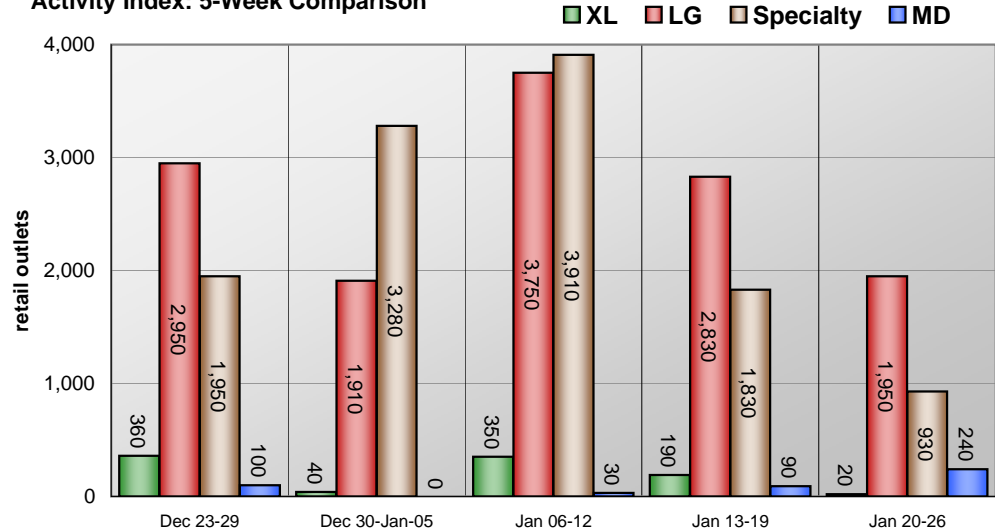
Shell Egg Featuring - 01/20 thru 01/26

Although one third of all sampled stores are featuring shell eggs this week, the activity level is significantly lower than the prior two weeks. Features of regular shell eggs outpace those for specialty eggs with average advertised price levels sharply higher. Promotions of USDA Organic shell eggs continue to dominate the specialty egg sector with limited featuring of cage free and omega-3 occurring this week. Special activity is up sharply this week due almost entirely to promotions of USDA Organic eggs.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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			NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate 2/ Activity Index			37.0% of 3,800 sampled outlets Activity Index = 1,150 (includes Medium)						5.0% of 5,000 sampled outlets Activity Index = 70 (includes Medium)						24.2% of 2,400 sampled outlets Activity Index = 440 (includes Medium)					
CLASS			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
			Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack					0.79 - 0.89	20	0.86				0.79	10	0.79						
	White 18 pack																			
	Brown 12 pack																			
MEDIUM			White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack		0.99	20	0.99	0.89 - 1.00	470	0.97				1.00	40	1.00				0.69 - 1.00	210	0.94
	White 18 pack					1.99	130	1.99												
	Brown 12 pack																			
MEDIUM			White 12 pack						White 12 pack						White 12 pack			0.33		
			White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack		4.00	70	4.00	2.99 - 4.00	230	3.74										3.99	200	3.99
	OMEGA-3																			
	White 12 pack					1.99	80	1.99				1.99	20	1.99				1.99	10	1.99
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack					1.88 - 2.49	130	1.99												
			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate 2/ Activity Index			15.0% of 2,600 sampled outlets Activity Index = 30 (includes Medium)						81.3% of 2,000 sampled outlets Activity Index = 1,070 (includes Medium)						71.7% of 900 sampled outlets Activity Index = 380 (includes Medium)					
USDA GRADE AA	White 12 pack											1.09 - 1.50	510	1.49				1.00 - 1.09	60	1.04
	White 18 pack											1.50	480	1.50						
	Brown 12 pack																			
MEDIUM			White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack					1.00	20	1.00												
	White 18 pack																			
	Brown 12 pack																			
MEDIUM			White 12 pack						White 12 pack						White 12 pack			0.33		
			White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack																			
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack					1.99	10	1.99				1.99	80	1.99				1.50	10	1.50
	Brown 12 pack																			
	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack																	1.99	90	1.99

Note: See page 1 for explanatory notes.

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